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THE CURRENT SITUATION AND SOLUTION OF DIGITAL TRANSFORMATION TO ART EDUCATION IN VIETNAM

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ABSTRACT

Our country is in the period of global integration, comprehensive education development has become the concern of the whole soceity. Updating and applying digital transformation in the field of education and art traning is considered inevitably a general trend in the world and countries in the region. Art education has the task of training learners to form and develop aesthetic abilities and artistic creativity. Digital transformation has impacted directly the needs of modern and advanced education for teachers and learners, requiring art education and training institutions to have certain changes in quality, teaching methods and programs. Especially, it is necessary to pay attention to the quality of art training in schools, which also requires the implementation of "digital transformation" of theaching content to suit the learning situation in reality at all levels, meeting the needs of art majors in the new situation of digital transformation in art education and training in line with the country's industrialization and modernization.

KEY WORDS: digital transformatin, art education in Vietnam in current time.

1. AN OVERVIEW OF ART EDUCATION IN VIETNAM IN THE CONTEXT OF DIGITAL TRANSFORMATION:

1.1. The current situation of fine arts education in high schools:

The objectives of Resolution 88/2014/QH13 of the National Assembly clearly stated: "Innovating the general education textbook program in order to create a fundamental and comprehensive change in the quality and effectiveness of general education; combining literacy, teaching and carrer orientaion; contribute to transforming a knowledge-based education into an education that develops comprehensively in both quality and capacity, combining education of intelligence, body, and beauty harmoniously and brings out the best potential of each student. [1]. Basically, art teaching at primary and lower secondary levels has gone through many stages. Since 2000, the art program has been built with new criteria that is suitable to the situation, purpose and process of social developmen.

The conditions of art teaching are increasingly improved. For instance, there are more and more studying equipment provided to training institutions. The problem of teacher training and retraining has been improved in quantity and quality. Since 2000 up to now, the fine arts program has not changed much in terms of content, but mainly innovated know-hiw to apply teaching and learning methods. Teaching skills in high school aims at forming a system of knowledge and manipulations for students to master to clarify information in the learning process. Therefore, teachers have to base on teaching skills, the process of pedagogical activities, the accumulation of life experience flexibly and effectively to perform well the teaching and educational tasks. In fact, the lessons have also partly attracted students through the form of learning and the attractiveness of visual aids. Art teachers at high schools also know how to exploit the strengths of the subject by appplying illustrations directly on the board of designing visual aids using digital technology to enrich their lessons. However, this teaching technique is still applied in a small scale, self-directed by each teacher or each school, without a specific system or method, and still considers the arts as sub-subjects. Moreover, survery on visual aids for teaching fine arts in high schools show that the visual aids are too poor and traditional, not really meet teaching requirement in the current context of digital transformation. Because, in order to innovate and improve the quality of teaching in high schools, it is necessary to equip a series of sound systems, computers, projectors and the internet to attract attention and creat attractiveness for learners.

Currently, many localities do not have enough conditions to carry out digital transformation into teaching in general, and teaching art in particular. Moreover, the facilities at each school are not equally equipped, some places have designed muti-purpose, classroom, equipped with computers and projectors to serve the exploitation of data to put into teaching, but there are places that still do not have enough conditions to update digital transformation. Therefore, th art lessons in high schools are still in a disciplined and rigid state, not attracting learners, and the effectiveness of the lessions is not high

1.2. The reality of art education in universities and colleges:

Fine art education is a part of art education, fine art training institutions at universities and colleges are an important bridge in the orientaion and training of comprehensive human resources. However, in fact, the number of students taking entrance exams and studying at pedagogical training instituitions is decreasing. This situation leads to many art schools opening pedagogy that are not properly met with requirements, affecting the strategy of art education in general and art education in particular. Don't the training institutions specialized in art pedagogy really meet the output requirements for learners? It is necessary to overcome difficulties, improve quality of subject as well as creativity for learners.

There are many fine art educational institutions at university and college level across the country. In addition to the system of cultural and art secondary schools in the provinces (some have become colleges), there are also other main fine arts institutions. Core art training institutions such as: National University of Arat Pedagogy, Vietnam University of Fine Art, Ho Chi Minh City University of Fine Arts, Ha noi University of Pedagogy, Ho Chi Minh University of Pedagogy, Hanoi University of Theater and Cinema, University of Culture, University of Culture of Ho Chi Minh City, Military University of Culture and Arts,… An art education model helps learners develop awareness, encourage creative thinking. However, the changes in methods and skills of knowledge, transmission in each educational and training institution have not been really applied fully utilized. In recent years, basic art education still pays more attention to techniques and skills than providing methods to stimulate the creativity of learners. Many places still use a dogmatic education program, which limits conditions for the development or enhancement of creative capacity as well as aesthetic life. In the training program, students of fine arts are provided with the knowledge of expressing feeling of beauty as well as perspective and the ability of creat art through the majors: painting, sculpture, graphics and materials such as oil, paint, lacquer, wood, soil, stone…knowledge in the field of theory and art history. However, the qualifications of teachers, students as well as arat teaching equipment of colleges and unversities are quite different in the localities.

Opportunities for students to participate in art education programs through national heritage, through art exhibitions, and visit museums of specialization and interdiscipliary is still quite limited and has not been given proper attention. Although some training institutions have programs for students to participate in this real training model, due to the small scale of organization and implementation objectives, it has not achieved high efficiency and its has not been promoted the strengths of Connection and Creativity.

Currently, the number of registrations for majors in the field of fine arts and art pedagogy is not equal, because of the characteristics of each mafor as well as the requirement for aptitude. On the other hand, the output market can't meet the employment need, ensuring the nurturing and developing talents after graduation in modern social life. Marketing support for enrollment at schools of Culture and Arts has not yet fully promoted its strengths as well as limited the deployment of models and orientations for learners to hone their knowledge and skills, attitude and passion for the profession. Especially after finishing school, students need to be equipped skills to confidently enter the art labor market. Therefore, the art education program still needs to be closely associcated with personality and moral education, especially finding solutions to apply digital transformation to suit the education requirements and the general development of the country.

2. SOLUTIONS TO PROMOTE DIGITAL TRANSFORMATION IN ART EDUCATION AND TRAINING IN VIETNAM TODAY:

Currently, art education has recognized digital transformation as an electronic medium that plays a great role and brings miraculous effects to the developemt of education. The application of digital technology in teaching practice has methods, are really "a technological revolution in education".

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Art education has recognized digital transformatin as an electronic medium that plays a great role and brings miraculous effects to the development of education. The application of digital technology in teaching practice. The application of digital technology in teaching practice has achieved remarkable results and positive changes in teaching, especially in teaching methods, are really "a technological revolution in education". Therefore, it is also necessary to have positive solutions to contribute to the comprehensive and harmonious development of human teaching personality.

2.1. The solution to innovating teaching methods:

Innovating teaching methods requires using modern teaching media to convert digital into important means by providing teachers with compatible modern working means in teaching. Revonating art teaching methods requires teachers/lecturers to have basic computer knowledge and skills in using computers and some common information technology and electronic devices and graphics software. Need to hone skills in searching for informatino on the Internet, knowing how to look up, store, and process information in the form of documents, text, video, images, audio, ect. In order to apply digital transformation technology in effectively innovating teaching methods, teachers/lecturers must always research and update their knowledge to improve their professional qualifications and knowledge and skills in using computers, master the application sofeware in teaching art so that it is suitable for the level at each grade level. In he process of applying digital skills in innovating teaching methods, it also requires teachers to know how to develop lesson plans to ensure the transmission of necessary basic knowledge units. Need to know how to combine Data construction skills including mannual skills and software skills to create data: write, draw, design models with available materials, use cameras, camcorders to record steps of doing an exercise…Using graphic software to build and edit static and dynamic image data.

Such as CorelDraw, Photoshop, Illustracto, Studio Software.

2.2. Solutions for new awareness in art education and teachers:

Facing the social context towards industrialization and modernization of the country, digital transformation requires people to have new perceptions about education in general and art education in particular. That brings many benefits to learners. Promoting the development of art education in the community through digital transformation means.

Aesthetic awareness needs to be understood and updated, disseminated and propagated through information technology to see advantages such as: Helping teachers and learners exchange conveniently through electronic documents, images, stimulating creativity in accordance with modern society. Along with other subjects, digital transformation in fine arts such as data development skills to develop online teaching methods as well as sharing information about major, the learning environment to protect the right of learners.

There should be awareness about updating the digital transformation training program in order to develop and improve the quality in the direction of practice and experience, creating excitement and creativity for learners. Establishing many intelligent educational models developed on the basis of digital technology, faciliating the access to resources of materials and knowledge on the network. It is thanks to IT technology, mobile phone, Zalo, facebook, email v.v…It's easy to connect, update, and exchange information between schools and families, teachers and students. Moreover, digital transformation helps teachers conveniently guide learners to receive a large amount of rich, diverse and vivid knowledge in a short period of time of the lesson/learning program in an active, appropriate and effective manner.

It is necessary strengthen and foster specialized knowledge of fine arts for a high qualified team of teachers who need to know how to use informatin technology proficienctly in teaching, composing and scientific research. Officials, lecturers and teachers of fine arts training institutions should be fully and evenly equipped with in-depth knowledge, foreign language ability and digital means: E-learning, the software on the internet, website. By flexible using knowledge in the lesson, students can manipulate fluenty when interacting with teachers such as doing exercises, submitting assignments, collecting related visual materials to topics, lessons, and compositions. Arts education training in the digital age helps teacher and students expand their awareness and thinking ability, and update a lot of dometic and international information. Therefore, it is necessary to encourage teachers and learners to use artifical intelligence to participate in the process of data collection, observation, selection and creation of beauty. Digital transformation will help to impart knowledge, give art learners to use artifical intelligence to participate in the process of data collection, observation, selection and creation of beauty. digital transformation will help to impart knowledge, give art learners many opportunities of accessing famous art works anytime, anywhere. Since then, developing students' creative thinking and capacity, participating in the use of digital technology gives learners confidence in their ability to actively participate in creative activities.

2.3. Solutions for improving quality of Marketing in art and culture education trainging schools:

Solutions to improve the quality of marketing in the training of art schools in the time of international integration

In the current training system of Culture and Arts schools, most of them still relies on funding from the State budget. However, the development of information technology with the benefits of artificial intelligence (AI), connected things-Internet of Things (IoT) and big data (Big data) makes it easier to access and find information for everyone, including students. Therefore, maketing needs to be considered to give out a development strategy in the enrollment and training at the Schools of Culture and Arts. It is necessary to creat a training brand as well as promote the specific strengths of each school as well as each major to attract students to study. It is possible to increase and apply marketing tools to training in the field of Culture and the Arts by constantly improving the learning envirnoment and promotion policies: " It is important that the cultural and art organizations needs to pay attention to building a "brand" and promoting its image to the public so that they can find themselves. Marketing tools need to be promoted in steps such as setting up a teacm of permanent and highly qualified lecturers and seasonal ones, timely updating with advanced and modern training methods from advanced countries in the world.

The application of marketing tools to training majors in the field of Cuture and Arts need to be adjusted in the line with the development of standard output programs to both meet social needs while ensuring the ethnicity and the era.

It's necessary to advertise, guide, introduce the program, content, documents and methods of studying and researching for students. Therefore, students studying at schools of Culture and Arts not only receive ordinary knowledge but also need to conduct a series of specialized skills and knowledge on the basis of independent and creative thinking, exploratory creation according to the subject program and under the guidance of the lectures. The implementation of marketing also promotes the role and position of students in a modern learning environment, which helps them get ready to receive innovations in knowledge as well as promote their ability to explore, creat, and be autonomous in their work, creating nomentum for professional manipulation ability after graduation. This alos needs to be marketed more specifically with each subject, especially the connection between theory and practice or the relationship bewteen lecturers and students through teaching and learning activities.

For majors in the field of Culture and Arts, the role of the lecturer is no longer limited to imparting basic knowledge, but assisting students in finding creative ideas and new knowledge. Thoroughly acquire and apply teaching and training methods from advanced countries in the world to bring more values to learners. For example, it is possible to use markeing to promote each major in the fields of culture and art and help them choose appropriate learning opportunities. Specifically, students have the opportunity to study at many times, any place to get the skills of thinking and applying theoretical and practical knowledge in order to create or enhance their professional abilities. It is also the basis for marketing method to promote the industry and labor force to the market. The advanced application to promote the industry and labor force to the market. The advaced application of marketing also helps students to quickly adapts to working conditions in each environment as well as access and interact with professional tools and equipment. The strength of operating in the theater can be seen as an example. When the Ballet theater is to create really attractive plays. Similarily, the marketing purpose is to train qualified human resources to serve the historical and cultural event. From this base, Interdisciplinary relationships with similar training institutions or Culture and Arts agencies through marketing is set up. Thanks to promotion of the strengths of marketing the leadership team in each training unit/institution can soon find a teaching method or plan that is attractive and suitable for the situation and social context. Solution to connect marketing with the purpose of organizing enrollment at Cuture and Arts schools in the era of science and technology 4.0.

Currently, the number of registrations for majors in the fields of Culture and Arts is not uniform because of the characteristics of each major as well as the requirements for aptitude. It is necessary to renew the marketing trend in training association between services and the arts, between training institutions and job service centers or the performing market. In terms of tourism, cultural management and industrial art design, it is necessary to market them in the admissions process, ensuring output for students. That means connecting the work market, ensuring the nurturing and development of talents after graduation. Because: "Human resources are all the knowledge, skills, experiences, capabilities and creativity of people that are related to the development of each individual and the country" [3]. Marketing supports enrollement at cultural and art schools with an early orientation for learners to cultivate knowledge, skills, attitudes and passion for the profession. After completing their studies, they will confidently enter the market labor.

Not only using the strength of marketing to enrollment and training majors in the fields of culture and art with logos and leaflets, but also establishing a network of collaborators from professional secondary schools in Vietnam at localities as a necessary bridge. Enrollment plays an important role only when there is a logical combination with marketing, in order to create specific strenghs or advantages of each school. Using many positive measures to helps students in the process of taking exams and studying at the school such as: Loosing admission conditions, ensuring output quality towards the process of interfacing with agencies and organizations, companies, enterprises at home and abroad; making full use of the strengths of marketing communications and information technology in various

forms of promotion on the mass media; creating a good facilities and studying environment right from the admissions process to make a strong impression and create a unique highlight for each major. However, when applying marketing to the enrollment connection at the Schools of Culture and Arts, it is still necessary to take into account the continousness and suitability with the real situation of each major as well as each school.

With the process of globalization, the scientific revolution 4.0 requires training institutions in general and universities of culture and arts in particular to improve the quality and affirm the specificity of their training. Therefore, the role of marketing needs to be carried out from the following stages: promotion, capacity building of training in the following steps: Facilitlies, enrollment, theoretical training, practice, research associated with practice. Applying technology in the teaching and learning enviroment to increase active interaction for students in the learning and research process. In Vietnam nowadays, addition to the development of science and technology diverse types of art and culture is also developed. Therefore, the implementation of marketing forms is paid much interest by art and culture managers, when training institutions are on the way to developing and training on a new scale, not entirely dependent on State subsidized buget as before.

CONCLUSION:

In recent years, advertising and marketing propaganda tools have helped training institutions to present the image to the public. Many professions with specific aptitudes, which were previously closed, have now expanded the area of enrollment in many regions across the country. On the other hand, thanks to information technology, training institutions in the field of Culture and Arts can meet human resources in time to serve spiritual and material life, and improve people's living quality. Culture and Art appear as an inevitable need as well as bring profits with huge revenue such as: TV commercial, industrial of applied art design. From this point, it shows that Marketing is used by most universities in general, and universities of Culture and Arts in particular as a special strength. At present, developments of the scientific revolution 4.0 has affected considerably the following fields: economy, policies, culture, education, art, including the positive and negative effects. Therefore, art education cannot be out of the general trend of the world in implementing the strategy of applying digital transformation. Although it is a specigic industry, the digital transformation in art education and training in Vietnam has currently brought many advantages such as: Faster access to more information, time saving, and more exciting for teachers and learners. Applying digital transformation to art education contributes to the comprehensive development of intellect, virtue, body, beauty as well as human personality on the basis of scientific and technological knowledge.

T.T.B

Notes:

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